

REMARKS

The office action issued by the Examiner and the citations referred to in the office action have been carefully considered. Reconsideration is respectfully requested.

The objections and rejections under 35 USC 112 are overcome by different amendments to claims 1 to 35. Claims 6 and 26 are submitted to be clear in relation to the word “effected”. Claim 8 has been cancelled without prejudice. New claims 36 to 45 are added by this amendment.

The 35 USC 101 rejection is rendered moot in view of the changes to claim 1. Clearly the ability to customize a customer’s selected product for a user is a useful, concrete and tangible result.

In respect of the rejections under 35 USC 103, it submitted that the claims as now submitted clearly distinguish over the art.

Claims 1 and 22 are amended respectively to include generating a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider.

New Claim 36 uses a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service including dining.

New Claim 37 uses a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service including travel mode, accommodation, entertainment and dining.

Different dependent Claim 38 through 45 are dependent in different forms as set out to cover variously dynamically changing the database of the provider according to changes in the customer profile; dynamically changing the database of the provider according to changes in available facilities; changing of the database of the provider is according to changes in available facilities of the provider; generating a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider.

The prior art of Schiff by the Examiner's own statement does not disclose using a decision tree to customize the out -of -home experience based on collected data. Campbell discloses building an optimal option for a trip that includes travel reservations. Khouri discloses a totally different technology relating to return telephone calls. It is not remotely concerned with the out-of-home experience of concern in the present invention.

Without any question, there is no teaching, disclosure suggestion or motivation to combine these prior art teachings that

- generates a time line for affecting a communication stream to the customer, the communication stream being a series of mailings to an address of the customer, the series being mailings separated in time prior to the arrival of the customer arrival at a facility of the provider (Claims 1 and 22) .
- uses a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service **including dining**. (Claim 36)
- uses a decision tree together with the customer profile to customize an out-of-home selected product or service for the customer, the selected product or service being based on the collected data., the product or service including travel mode, accommodation, entertainment **and** dining. (Claim 37)

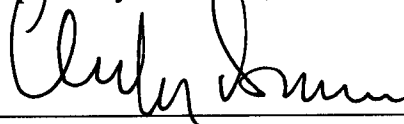
As set out in different dependent claims there is no teaching, disclosure suggestion or motivation to combine these prior art teachings that

- dynamically changes the database of the provider according to changes in the customer profile;
- dynamically changes the database of the provider according to changes in available facilities;
- changes of the database of the provider is according to changes in available facilities of the provider .

It is respectfully submitted that all of the Examiner's objections and rejections have been successfully traversed and that the application is now in order for allowance. Accordingly, reconsideration of the application and allowance thereof is courteously solicited.

The Director is authorized to charge any additional fee(s) or any underpayment of fee(s), or to credit any overpayments to **Deposit Account Number 50-2638**. Please ensure that Attorney Docket Number 58085-012200 is referred to when charging any payments or credits for this case.

Respectfully submitted,



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